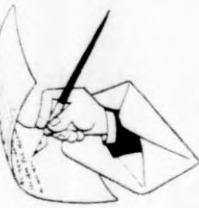


# Observations

**Mail to the Chief.** Popping off to presidential candidates is a neglected art form that probably suffers from insufficient neglect. Still, we recognize the open-letter writing urge that throbs secretly within many a human breast, including our own. So giving in to the urge . . .



## Dear Candidates,

Any American who stops to think about it has to be pretty unhappy that, after years of energy problems, the U.S. still doesn't have a national energy policy. It's needed—badly—because the U.S. is using up the oil it produces faster than it is finding new domestic supplies. We live on borrowed time, filling the gap with imported oil. What to do?

Some think solar and other exotic sources will bail us out, but they're decades away. Others pipedream of achieving energy sufficiency simply by conserving on fuel use, forgetting that too many people ignore even the 55 mph speed limit. And, despite oil imports which this year alone may cost the U.S. economy as much as \$35 billion, there are actually those who favor importing still more oil. But leaders of many oil-producing countries don't want their irreplaceable oil used too fast just because America lacks the will to adopt a coordinated policy covering oil, gas, coal, shale, nuclear and other possible energy sources—one that encourages the U.S. energy industry to produce more energy so there'll be economic growth to provide jobs and social progress.

Accordingly, would the one who gets elected in November kindly put energy on the front burner? If you make progress toward solving it realistically in the next four years, your party's 1980 prospects will benefit. So will the American people.



Hopefully,  
Mobil



"WHEN DID YOU FIRST FIND YOU HAD AN AVERSION TO PEANUTS?"



**Beautiful and passionate**, young and impulsive, above all, a restless dreamer. That was Emma Bovary, the country doctor's wife who battled the rigidities of rural life in mid-nineteenth-century France. **Masterpiece Theatre** reveals Emma's innermost secrets in "Madame Bovary," a four-part dramatization of Flaubert's classic novel, beginning tonight over PBS stations. Francesca Annis plays the dazzling Emma.

Coming up, too, on **Masterpiece Theatre's** 1976-77 schedule will be 16 new episodes of "Upstairs, Downstairs." With World War I behind them, the Bellamys and their household staff come to grips with the England of the roaring twenties.

# Mobil

Observations, Box A, Mobil Oil Corporation, 150 East 42 Street, New York, N.Y. 10017

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## World Series Past *Continued*

### RON SWOBODA



Swoboda spent nine years, 1965-73, in the majors, the first six with the New York Mets. He was one of the key figures in the Mets' amazing run to the World Series title in five games over the Baltimore Orioles in 1969. He batted .400 and starred in the field. Ron is now a sports commentator for WCBS-TV in New York City.

"I made a lot of mistakes in the field my first couple of years with the Mets, so even after I became a pretty good outfielder I still had the reputation of being weak defensively. That's why my catch of Brooks Robinson's ball in the ninth inning of the fourth game in the 1969 Series surprised so many people.

"We were leading, 1-0, having already taken a 2-1 lead in the Series, and Tom Seaver was pitching a great game. But in the ninth the Orioles got runners on first and third with one out. Then Brooks hit a hard shot to right field. It's the kind of play you can't think about. You just have to act. I dove for the ball and grabbed it one-handed an inch above the grass. Frank Robinson scored from third to tie the game, but if that ball had gone through, it would have scored both runners easily, and Brooks most likely would have had a triple. We finally won the game, 2-1, in the tenth.

"The next day, we wrapped up the Series, 5-3, at Shea Stadium. The game was tied, 3-3, in the bottom of the eighth, when Cleon Jones and I hit doubles to produce one run. So I got credit for the game winner, and when the Orioles made two errors on the next play, I scored all the way from second with the final run. I ended the Series with six hits in 15 trips to the plate.

"A World Series usually isn't a true representation of the strength or weakness of a team. It's a short series of games, after all, and anything can happen. I happened to hit .400 in those five games, but obviously I was no .400 hitter. We played well for that short period, so we won. The strategy of a team in a World Series is to blunt the effectiveness of the stars of the other team, and that's what we did."

### ROLLIE FINGERS



Fingers recently completed his ninth season with the Oakland A's. As the team's premier right-handed relief pitcher, he was a key figure in helping Oakland win three consecutive World Series, 1972-74. During the three World Series victories, Rollie appeared in 16 games, won two, saved six and recorded a brilliant 1.35 earned run average in 33 1/3 innings.

"You never get tired of playing in the

World Series. I believe we might have contended for seven or eight world titles in a row if our team hadn't been broken up by Charlie Finley.

"Winning the first of our three straight championships was my biggest kick. We beat Cincinnati in seven games in 1972. The next year we beat the New York Mets in seven games. Then we beat Los Angeles in five games in 1974. But the first one was best. My biggest satisfaction came in being the guy who got the last man out in the seventh game, which we won 3-2. It was Pete Rose, and since the game was played in Cincinnati, naturally the fans were going wild. I forgot the count, but I threw him a strike which he hit to the opposite field, left field, where Joe Rudi caught it for the final out.

"In 1974, when we swept the last three games at Oakland to beat the Dodgers, I also got the last out in the last game when Von Joshua pinch-hit for their catcher, Steve Yeager, and tapped the ball back to the mound. I threw over to Gene Tenace at first, and we had another championship."

### JOE MORGAN



Morgan, the left-hand-batting second baseman of the Cincinnati Reds, was the National League's Most Valuable Player in 1975 when he batted .327, drove in 94 runs and recorded the highest fielding average in the league at his position. Joe's looping single to center field in the top of the ninth inning of the seventh game of last year's World Series drove home the run that gave the Reds a 4-3 victory over the Boston Red Sox and the world championship. Joe has continued his superb play for the Reds in 1976.

"I waited a long time to play in a World Series. My first eight years in the majors I played with losing teams in Houston. Then, in 1972, I was traded to Cincinnati. We got into the Series that fall, but we lost to Oakland, and I didn't hit well, only .125. Still, I was just happy to be there.

"Last year was different for me, though. I knew what to expect, and I was extremely proud that I got the hit that drove in the winning run in the last game for us—even though it was a bloop hit. I'll take any hit I can get. I think we won the Series because in the long run we handled their hitters better than they handled ours. I think we were better prepared. They knew how to pitch to our big sluggers, but they didn't know enough about guys like Ken Griffey. Griffey tagged Luis Tiant for a big triple in the sixth game. When I ran into Tiant in spring training this past March, he admitted that the Red Sox hadn't scouted Griffey carefully enough."

"Now the 1976 Series is upon us, and nearly every one has produced a hero. This time, will it be a superstar playing his superbest or a rank-and-filer who'll be touched by Fate for a magic moment—and next year's yarn?"



Of All Brands Sold: Lowest tar 2 mg. "tar," 0.2 mg. nicotine av. per cigarette, FTC Report Apr 1976.  
Kent Golden Lights Regular & Menthol: 8 mg. "tar," 0.7 mg. nicotine av. per cigarette by FTC Method

Warning: The Surgeon General Has Determined  
That Cigarette Smoking Is Dangerous to Your Health.

# NEW! KENT GOLDEN LIGHTS MENTHOL. LOWEST IN TAR OF ALL THESE LOW-TAR MENTHOLS.



REAL MENTHOL REFRESHMENT  
**ONLY 8 MG TAR**  
**AS LOW AS YOU CAN GO AND STILL GET GOOD TASTE  
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TRY THE GOOD TASTE OF KENT GOLDEN LIGHTS REGULAR, TOO.

# HOW TO GROW UP, WAKE UP, AND LIVE!

By Mildred Newman and  
Bernard Berkowitz

We've been in the profession of helping people help themselves for many years and have seen that people can and do help themselves to find happiness, to change and grow. That's why we're not afraid—really no one should be afraid—of growing older. One can always continue to grow, no matter how much time goes by. That's the secret of feeling young.

So often people say, "I couldn't help myself," instead of "I didn't help myself." People go to a lot of trouble to learn all kinds of things. They have the patience to operate a car, but won't bother learning to operate themselves. It isn't easy because it involves effort and some frustration—but it is possible and so worthwhile.

Many people live as if they're trying to protect the past. Without knowing it, we all hold onto unconscious childhood beliefs, subjecting ourselves to unhappiness. Here's a simple example: The

"When you see things from another point of view, there are more choices open to you."

child's position in life is dependent; he has to please people. But such an attitude can be a trap for an adult. Hidden away in the unconscious are many "forgotten" thoughts of this nature. They are systems of thinking, ways of looking at the world and ourselves, ways that influence and govern our lives today.

It is difficult to know if you are living this dream life. Often you're the last to know. As the saying goes, if you were to ask a fish about its world, water would be the last thing it would describe. In trying to find out if you're

Mildred Newman and Bernard Berkowitz, both psychoanalysts and psychologists, are married and practice in New York City. They are the authors of best sellers *How to Be Your Own Best Friend* and *How to Be Awake and Alive*, both by Ballantine Books.

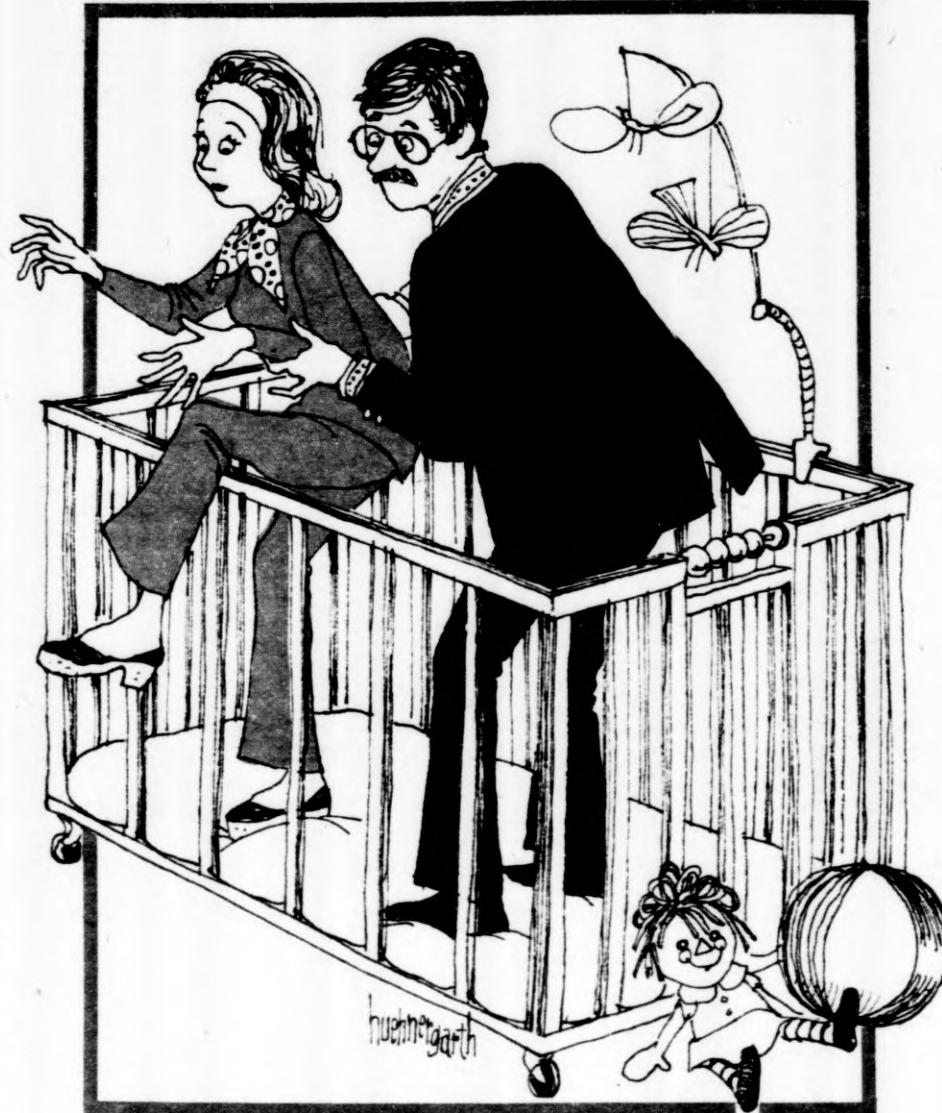
clinging to the past, there are certain clues to look for: If you see your lifetime experiences falling into a negative pattern—mishaps always happening to you or people consistently misunderstanding and mistreating you—and if you are easily distracted, it could be that you are holding onto the past—sleepwalking in a dream.

In our latest book, *How to Be Awake and Alive*, we've tried to recapture those fantastic moments when people who are in therapy with us realized for the first time that they were not completely living in the "here and now"—that a part of them was living in the past. When they've understood that, it is sometimes possible for them to wake up to the present. How does it feel? Many of our patients say that until that moment they felt as though they were sleepwalking through their lives, and afterward they felt "awake and alive."

We continually draw many examples of self-defeating life dreams from our patients. Frequently there is the tendency to make oneself a victim. There's the "I'll show you someday" routine, which links growing up with getting even for childhood hurts. We're concerned with fear of success, rather than fear of failure. Success is about growing up, and a great many people are afraid to do just that. Success also brings with it a certain responsibility; failure does not.

It is essential to remember that now is *now* and then is *then*. This is what we mean by change—not appearing different or *being* different, but learning a different way of looking at things. In analysis, perhaps all we can do is look at things from a different point of view. When you see things from another point of view, there are more choices open to you. This is also the essence of humor—seeing something shift and looking at it from another angle.

Humor, by the way, plays an important role in our approach. We put a great deal of stock in what a person's favorite joke or story may really represent. "The Kreplach Story," told repeatedly by a woman, is a good example (Kreplach are little three-cornered filled crepes, like won-ton or ravioli): A young boy would scream violently every time he saw kreplach. His therapist told his mother to simply take the boy home and prepare the dish from beginning to end so the boy could



**"If the perceptions of childhood are not consciously updated, you find yourself 'grown' but not 'grownup.'"**

watch, follow each step and not scream any more. The mother did just that. She rolled the flour and showed him the dough and asked, "Are you afraid of this?" He answered, "No." She showed him the chopped meat and asked again if he was afraid. The answer again was "no." Then she put the meat in the dough, and still he wasn't afraid. But when she put it all together, he shrieked, "Kreplach!"

We would often wonder why the young woman kept telling us this story, until we realized it was the story of her life. She would meet a man who was unsuccessful, build him up, and when he became a "man," she would scream "Kreplach!" and become very frightened of him. As soon as a man was functioning and could stand on his own two feet and didn't need her to "carry him" she would find a way to drop him and go on to the next unsuccessful man. As long as the man was dependent, she could feel grown up. As soon as the man could take care of himself, she felt uncomfortably "little."

Here's another example of how a

person's favorite story can be a tip-off to his inner life. A man who was in treatment with one of us was a brilliant administrator but somehow could never rise to the No.-1 spot. On a number of occasions he referred to "The Bear," a William Faulkner story which had moved him deeply.

The story told by the patient was about a rural village which was subjected to the raids of a large, wily bear; it would come down out of the mountains and carry off livestock. Each year a posse of farmers would try in vain to hunt him down. One time, a young man, out hunting alone, suddenly had the legendary great bear in his rifle sights, but he could not pull the trigger. As he lowered the gun, he thought of all the men in the town who had been unable to bring down this quarry. He could not allow himself to be better than they!

In his analysis, the patient was asked to think about what possible meaning this favorite story could have in his life. When he saw the connection, he began to deal with his inability to be No. 1 on the job.



Mildred Newman and  
Bernard Berkowitz

Luba Paz

One must learn to evaluate himself realistically. Give yourself credit for what you are, and don't focus on the things yet to be accomplished. Being realistic means knowing what you *can* and *cannot* do. It's very strengthening to your ego to realize that there are some things you cannot do and that everybody can't do everything. Be fair in your evaluation. Learn to like yourself, because if you have yourself as a friend, you have a friend for life.

In learning to be awake and alive, it's best to begin with reflection. Every life needs a direction, a purpose. Without goals, we drift uncomfortably. So at every stage in life we must face making sense out of existence by reflecting upon

**"So often people say,  
'I couldn't help myself'  
instead of 'I didn't  
help myself.'**

and making decisions about *what is important*, *what is less important*, *what is safe*, *what is frightening*, *what is satisfying*, *what is empty*.

Judgments made in childhood must be reviewed and revised with the passing of the years. What was important to a child cannot be equally important to an adult. If the perceptions and judgments of childhood are not consciously updated, you find yourself "grown" but not "grownup," because you keep alive the distortions of the past. It is not easy to let go of the outworn dreams of childhood. Courage and uncompromising honesty with oneself make possible the moment of awakening. It is necessary to be aware of and to fight off the recurring temptation to go back to the familiar notions of the past. The resolve to see this past through is strengthened by remembering that a new, adult view of life will be more in touch with the present. Only by seeing the present clearly can we begin to cope with the world as it is, let alone build a better one.

**FW**

# My slacks didn't stretch. I "shrank" 79 pounds.

By Shirley Wentz—as told to Ruth L. McCarthy



Me, at a gross 200 pounds. Next to my baby daughter. I really look like I weigh more.

That's right. I went from a solid 200 pounds to a trim 121 and wound up looking like Mrs. Baggy Pants. But it was the most beautiful sight in the world to me.

Funny thing is, I never really thought I looked as big as I did. My husband certainly never said anything to me about my weight. And it's probably just as well because I hurt easily. I remember once, when visiting my father-in-law, he said: "Shirley, you make two of your sisters." I didn't say anything but I didn't go back for another six months.

Meanwhile, I tried several drastic ways of losing weight. Mainly through the mail. By that I mean I sent away for diet pills. One ad said something like "Lose weight overnight while you're sleeping." But like the other things I tried, these pills didn't work, either. So I continued to eat ice cream, potato chips, pizza, bread—enough fattening food to fill out a size 20 dress. I also tried "starving" myself. But I got sick and even had dizzy spells.

Finally, I went to my doctor and asked him for some reducing-drug pills that would work. But I didn't get any satisfaction there, either. He simply said: "Shirley, if you'd just set your mind to losing weight, you could do it." My problem was I knew I couldn't do it without help. So I went back to looking through magazines for some kind of reducing aid. And you know what? I found one. Only it's spelled A-y-d-s, the reducing plan candy that contains vitamins and minerals but no drugs. I bought a box of the vanilla caramel kind at one of the stores in Hanover, Pa.; then I



started following the Ayds plan.

I took two Ayds before each meal, either with hot coffee or with hot broth, and those candies really helped satisfy my appetite. I was able to eat regular meals, but I ate smaller portions. At supper, for instance, I'd have a piece of meat, potato, a vegetable, even a little bread. And I was happy. Of course, the weight didn't come off overnight, but I sure lost it steadily. I know because I kept a record. There's a chart in each Ayds box and by writing down how many pounds I took off each week, I always knew where I was at. Why, in the first few weeks, I dropped 10 pounds, yet I overheard a woman in a store say it took her three months to lose the same amount on another diet.

As the scale went down more, I began getting out more. I even dragged my husband onto a dance floor to do "The Bump". Why, it made me feel like a teen-ager again. It also made me feel stiff and sore, but not for long. Besides, it was good exercise and well worth the laughs. So you can see I really had fun getting down to 121 pounds. What's more, thanks to the Ayds plan, I can nearly get both my legs into one leg of my old fat slacks. Isn't that nice?



Me, at 121 pounds. I keep those baggy pants around to remind me never to get fat again.

## BEFORE AND AFTER MEASUREMENTS

	Before	After
Height . . . . .	5'3 1/2"	5'3 1/2"
Weight . . . . .	200 lbs.	121 lbs.
Bust . . . . .	38"	33"
Waist . . . . .	38"	24 1/2"
Hips . . . . .	44"	32 1/2"
Dress . . . . .	18-20	7-9

# Carter's horoscope states "peanuts to presidency" his only possible fate

By Tom Kennedy

It was harvest time in Georgia when little Jimmy Carter was born. His home was typical of the poor, southern farmer who knew only kerosene light, well water, outdoor plumbing and work. And before many more harvests went by, Jimmy Carter was helping in the family's little farm store and tending the peanut fields. But his horoscope makes it clear as a Georgia morning that he was destined for more than just peanuts.

Carter's horoscope indicates a man with great self-confidence. Proof of this is Mr. Carter's complete confidence that he will be president. Why is he so sure? His horoscope indicates that after his religious experience in the middle 60's, he would change from "tiller of the land" to "leader of the land." Strong planetary patterns emerging for him in 1976 back up his belief.

Comparisons of Jimmy Carter's horoscope with those of other presidents show that he has many characteristics and interests in common with other presidents. Like Abraham Lincoln, Carter's horoscope indicates poverty in early life, great honesty and sincerity. Both began their lives as poor country boys.

Both George Washington's and Carter's horoscopes show a closeness to the land. Both were farmers. Similar placements in Harry Truman's and Carter's horoscopes indicate strong family ties and a great bond with their partner. Here again, both men relied on their wives as their chief advisor and enjoyed long marriages.

Even more dramatic is a comparison of Carter's horoscope with the late President Kennedy's. Both show an affinity for water. John Kennedy was a PT boat captain in World War II, while Jimmy Carter was an officer aboard a nuclear submarine. Great charisma was pointed out in both horoscopes and Carter certainly does have that Kennedy charm about him.

Analysis of Jimmy Carter's natal horoscope shows a strong man who can cope with large issues. It indicates optimism, breadth of vision and an analytical approach to problems. His horoscope not only predicts that he will be our next president, but shows that he has all the qualifications to be a great president.

Jimmy Carter was not aware that we had in-

dividually prepared his personal horoscope from his exact time and place of birth. (Being a celebrity, his birth information is a matter of public record.) Even so, all of our predictions have been amazingly accurate.

## ASTROLOGY AFFECTS US ALL

Jimmy Carter is not the only person affected by astrology. Because you were born, you yourself have a unique natal horoscope, different from all others. I'll show you what it can mean to you by using celebrities for my examples.

Your natal horoscope can help you discover your hidden talents and give you the confidence to use them. Robert Redford was once a starving artist begging on the streets of Paris. His horoscope clearly indicates his acting ability. Fortunately, he discovered this hidden talent in time.

Your horoscope can advance your career and bring you wealth. There was a time in the life of Barbara Walters that she couldn't afford a lipstick even though her horoscope indicates great wealth. Also, Jupiter's influence in her chart makes her somewhat of a gambler. She made it pay off by making a change from NBC to ABC and a multi-million dollar position.

Your horoscope can bring you love and romance. Several years ago, producer John Foreman unintentionally invited both Robert Wagner and Natalie Wood to his party. They hadn't seen each other since their split nine years before. But in making a comparison of their charts, it was found that an aspect in Natalie's chart indicated that a chance meeting would renew an old love. Of course, Bob and Natalie were remarried in July of 1972 and have been blessed with their first child.

Your horoscope can help you stay in good health. *Midnight* recently published a story about a New York doctor who claims astrology saved the life of one of his patients and has helped countless others back on the road to health. The doctor says, "astrological evaluations are more beneficial than a whole battery of psychological tests."

## THE TRUTH ABOUT ASTROLOGY

How does your natal horoscope work? An astrologer will chart the positions of the sun, moon, and eight planets as they appear above your place of birth at your exact time of birth. The placements and angular relationships of

these bodies make up your natal chart. This means that someone born at the exact same time as you, but in a different city, will have a different chart.

The written interpretation and analysis of your natal chart is called your natal horoscope. Astrology is not fortune telling and your horoscope does not cause things to happen to you. Your horoscope analyzes your personality and then tells you what things are most likely to happen to you. But remember, your free will can override events in your life if you put your mind to it.

As you've seen from the examples I've given you, some of the most famous people used their horoscope to reach success, but in other instances ignored it and faced failure. There are thousands of different ways to achieve wealth, love, success and happiness.

A good example is Gary Dahl who made one million dollars in 90 days with his "Pet Rock" craze. Many people considered him odd, but this venture brought him wealth, success and happiness.

Each and everyone of us is good at something no matter how odd one's talents may seem to others. Your horoscope will tell you what you're good at. So why beat your brains out on an area that you're not talented in, when an equal amount of time spent on something you're good at would put you much farther ahead. Not only will you get ahead, but you'll be relaxed and happy while you're doing it.

Your horoscope will give you an in depth analysis of your personality. It will point out your strengths and show you how to utilize them. It will also discuss your weaker areas and allow you to compensate for them.

Because your natal horoscope is such a sophisticated analysis of your personality, it will probe your subconscious mind and seek out your hidden talents. These are the areas where you thought you had talent (writing, E.S.P., sex appeal, public relations, athletics, etc.) but were afraid to try. If you've been waiting for someone to give you a little push, let your horoscope be that someone. It will give you the confidence

featuring *Jimmy Carter*  
PRESENTED BY  
THE AMERICAN ASTROLOGICAL ASSOCIATION

"The Nation's Largest Astrological Society"



Millions of words have been written about Jimmy Carter. But, you won't know the "real" Jimmy Carter until you've read about his horoscope.

to start using your hidden talents.

Simplified up, your natal horoscope will discuss your personality, love life, career, finances, and health. It will help you understand and accept yourself for what you are. It will then show you where your talents lie and set you on a course of self-improvement, self fulfillment, and true happiness.

As the old saying goes, "You only live once." Will you miss your success opportunities? Will you stumble into pitfalls you could have avoided? Don't you owe it to yourself and to your loved ones to seize every precious moment of your life and make the best of it. Why not give yourself every advantage with the added edge of your personal natal horoscope.

For a limited time, during this special research project, you can get your personal natal horoscope for only a copying cost. You get the expensive casting and analyzing process-FREE. And you can use your horoscope for a full year on an absolutely no risk guarantee. The article below will tell you how to order your horoscope. For your own sake, please don't pass up this once in a lifetime opportunity.

\* 1976

## Special Research Project

# How to get your Personal Natal Horoscope for only a copying cost

By John F. Ford

Send me your exact time and place of birth. I'll cast and analyze your natal horoscope for research purposes. You may have a duplicate copy of your horoscope for only \$3.00 to cover the cost to make your copy plus 50¢ postage and handling. You get the expensive casting and analyzing process FREE - because of the fact we must produce your horoscope for research anyhow.

Your natal horoscope will consist of 9 pages and 3,000 words and will provide you all of the following benefits: (Note: This is our new improved horoscope.)

- Your horoscope will help you understand and accept yourself. It will analyze your personality and explain your strengths and talents in detail. It will point out your shortcomings and advise you on how to improve.
- Everyone of us has hidden talents just waiting to be tapped. Your horoscope will discuss your hidden talents (sex appeal, ESP, writing, athletics, public relations, etc.) and show you how to cash in on them.
- Your horoscope will give you a penetrating analysis of your lovelife. Personally tailored advice on how to enjoy a more fulfilling sex life will be offered. You'll be told who you're

compatible with and why and shown how to find romance. Once you find it, your horoscope will help you keep it burning hot.

- Your horoscope will instill confidence in you by showing you what you're good at. It will place you in the proper frame of mind to begin a program of all around self-improvement.
- The types of jobs and careers that you are best suited for will be listed. You'll be told which careers will bring you success and happiness and which jobs to avoid.
- Your financial future will be covered. Your attitude towards money and the best ways for you to make money will be discussed.
- Areas of your body which may pose health problems are pointed out.

There's no need to worry about finding out about unavoidable coming disaster through your chart. As mentioned, astrology deals in potentials. Your free will can override potentials, if you know about them. In any case, the policy of qualified astrologers is positive astrology. If there is something negative in your chart, you are told what you can do to make it positive.

When casting your horoscope we conform to the strictest scientific principles. First, the longitude and latitude of your place of birth will be charted down to the tenth of a degree. Then any time changes due to World War II will be taken into consideration. Finally, your longitude and latitude and exact time of birth will be key punched into an IBM 370-145 computer, which contains over 24 million bits of authenticated astrological information. You can be sure that your horoscope will not be pre-printed like the worthless type found in paperbacks. Your horoscope will carry your name on every page and will be cast from your exact time and place of birth for you and you alone.

A similar horoscope could cost up to \$250 if done by an astrologer. But, THERE'S ABSOLUTELY NO CATCH to this offer. I need this information for my astrological research. I'm looking for certain planet configurations from the people who mail in birth information. (People who fit this group can receive extra bonuses by filling out a research questionnaire.)

This research project has appeared in SUNDAY NEWSPAPERS, REDBOOK, McCALLS, WOMAN'S DAY and other publications. The response has been tremendous with over 500,000 people now enjoying their natal horoscopes. But that's what's so frustrating. We may never be able to run this article again. Inflation has pushed our computer, advertising, postage

and printing costs almost to the point of no return.

So, we're gathering all the names we possibly can to finish our research project. If you would like to help us with our research and take advantage of this special offer by ordering natal horoscopes for yourself, for your family or your friends, simply do this: Send me the name, address, time, date, month, year and place of birth for each person on a piece of paper along with the \$3.00 copying cost and 50¢ postage for each horoscope. (If you don't know your exact time of birth, we will use 12:00 noon.) If you have Mastercharge, Bank Americard, or American Express, you may charge your purchase by sending the following information. A. name of your credit card B. credit card number C. card expiration date.

Mail your orders to the AMERICAN ASTROLOGICAL ASSOCIATION, Research Division, Dept. D-13, 401 Market Ave., N., Canton, Ohio 44750.

Your natal horoscope is covered by a one year - 365 day - full money back guarantee. If you have any questions, call me, John F. Ford, President, the American Astrological Association. Telephone me at (216) 455-1390. To avoid disappointment, why not order your horoscope right now, before you forget. Thanks.

# A TREASURY OF HOME-BAKED TREATS

With the changing season, many homemakers enjoy getting back into the kitchen and trying out new dishes. These tantalizing recipes all contain crunchy almonds — a favorite ingredient because of their special flavor. When you take these treats from the oven, your family will find it hard to wait till they cool off!

## BRAIDED ALMOND-HERB BREAD

1 pkg. active dry yeast  
1/4 cup very warm water (105° F.-115° F.)  
1/4 cup margarine or butter  
2 tablespoons sugar  
1 teaspoon salt  
1 cup milk, scalded  
3 1/2 - 4 cups unsifted all-purpose or unbleached flour  
1 teaspoon rosemary, crushed  
1 teaspoon dill weed  
1/2 teaspoon marjoram leaves, crushed  
1/2 cup finely chopped almonds  
1 egg beaten with 1 tablespoon water

1. Dissolve yeast in warm water and set aside.
2. In large mixing bowl, combine margarine, sugar, salt and milk. Stir to melt margarine; then cool to lukewarm.
3. Stir in yeast, 2 cups flour, the herbs and all but 2 tablespoons almonds. Beat well. With large spoon, work in remaining flour, adding enough to make dough. Turn onto floured surface and knead for about 5 minutes.
4. Place in greased bowl; turn dough in bowl to coat all sides.
5. Cover and let rise in a warm place until dough is doubled in bulk (about 1 1/2 hours).
6. To shape dough, turn out onto floured surface. Cut off one-third dough. Then divide remaining two-thirds dough into 3 equal parts, shaping each into a 14-inch rope. Braid ropes and place on greased baking sheet.
7. Shape remaining small piece of dough into 2 (11-inch) ropes. Twist and place on top of braided loaf. Brush with egg and sprinkle with remaining almonds.
8. Let rise in warm place until doubled. Bake at 400° F. for about 30 minutes. *Makes 1 loaf*



Moss Photography

A tempting array of almond-studded home-baked treats: Braided Almond-Herb Bread, Sicilian Cream Cake, Swedish Mazarin Tarts, Can-Can Bread, Florentines, Banana Caraway Bars and Prune Wheat Softies.

SICILIAN CREAM CAKE

1 cup whole natural almonds  
1 pt. ricotta cheese  
1/3 cup sugar  
2 ozs. sweet chocolate, grated  
2/3 cup mixed candied fruits  
1 teaspoon almond extract  
1 teaspoon grated lemon or orange rind  
Sponge cake or angel cake (loaf about 9 x 4 inches or ring about 9 inches in diameter)  
1/2 cup raspberry or apricot jam  
2 cups whipping cream  
Shaved semisweet or sweet chocolate, optional

1. Chop almonds medium-fine.
2. Mix together almonds, cheese, sugar, chocolate, fruits, almond extract and lemon rind. Beat well.
3. Split cake crosswise into 3 layers. Use toothpicks as markers to help cut evenly.

4. Spread ricotta mixture and jam on two (lower) layers. Stack all 3 layers.
5. Wrap in plastic film and chill for several hours to blend flavors.
6. Whip cream and spread to cover sides and top of cake. Garnish as desired with additional chopped almonds, candied fruits and shaved chocolate. *Makes 6 to 9 servings*

## SWEDISH MAZARIN TARTS

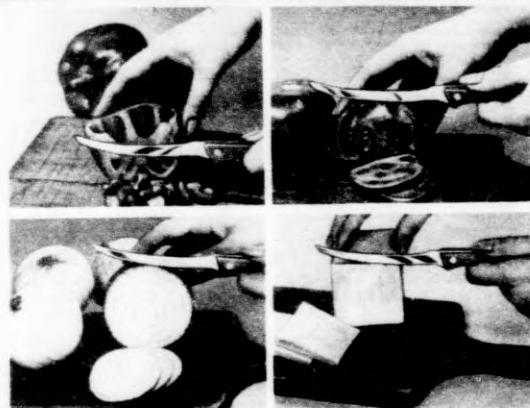
1 1/4 cups sifted all-purpose flour  
1 cup sugar  
1/4 teaspoon salt  
2/3 cup butter or margarine  
3 tablespoons cream  
2 eggs, separated  
1/2 teaspoon baking powder

*Continued*

Family Weekly  
**COOKBOOK**  
By Marilyn Hansen  
Food Editor

# THIS DO-EVERYTHING KNIFE IS THE ONLY KNIFE YOU'LL EVER NEED!

GET IT NOW AT AN ALL-TIME, LOW PRICE!



**It slices, dices, peels, trims, filets, carves.**

ALL-TIME LOW  
SUNSET HOUSE PRICE

**\$3.99**

- Never needs sharpening
- Made of molybdenum. The toughest, hardest, stainless steel in the world
- Dishwasher safe • 8 1/4" long

Get rid of your other knives. The Do-Everything Knife from Sunset House is made by world famous Viking and has a serrated edge plus a razor-sharp edge to take care of all your cutting and slicing needs. Carve your finest roasts. Slice cheeses, dice fruits, vegetables, and melons quickly and perfectly.

Your knife is flame-and-freeze treated for super hardness. Which means it will cut through the hardest substances with unequalled ease. Even solid bone.

The Do-Everything Knife is unconditionally guaranteed by Sunset House. If it doesn't do everything we say it does, return for full refund.

So get this knife and toss away your other knives. Because this outstanding knife is the only one you'll ever need. Ever!

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- Please send me the Do-Everything Knife # 327573 for only \$3.99 plus 95¢ postage and handling.
- I want to save \$1.95. Please send me 2 Do-Everything Knives # 327573 for only \$6.98 plus 95¢ postage and handling for both.

Enclosed is my check or money order for \$\_\_\_\_\_  
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 Mrs.  
 Miss \_\_\_\_\_

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Charge to my  BankAmericard  Master Charge

No. \_\_\_\_\_ Exp. Date \_\_\_\_\_

Interbank Number      
Master Charge only

Unusual hand-honed and shaped Viking "Scimitar" blade for super service from kitchen to dining room.

Special Viking diagonal serration on one side—slices raw or cooked, thin-skinned foods easily.

Hollow-ground on other side for smooth, sharp slicing.

Special formula Super 440A Molybdenum stainless-“flame-and-freeze” treated for super hardness.

“Sure-lock” riveted construction holds blade and handle tight forever.

Beautiful, natural-grain laminated wood handle can't crack or warp—dishwasher safe.

Sure-grip handle notched on both sides for right-handers or south-paws.

“Full Tang” blade is steel straight through the handle—strong, durable, perfectly balanced.

## Home-Baked Treats

Continued

1 cup finely chopped blanched almonds  
1/2 teaspoon almond extract

- Preheat oven to 400°F.
- Mix together 1 cup flour, 1/4 cup sugar and 1/8 teaspoon salt in bowl. Cut in 1/3 cup butter with pastry blender or fork until mixture is like coarse meal.
- Gradually add cream and toss mixture with fork to form stiff dough. Cover and chill for 1 hour.
- Divide chilled pastry into 8 greased 3 1/2-inch fluted tart pans; press with thumb evenly against bottoms and sides.
- Beat remaining 1/3 cup butter and 3/4 cup sugar until creamy; then beat in egg yolks.
- Combine remaining 1/4 cup flour and 1/8 teaspoon salt with baking powder.
- With electric mixer, beat egg whites until stiff but not dry.
- Fold flour mixture, egg whites, almonds and almond extract into creamed mixture. Spoon into pastry-lined pans.
- Bake on low rack for about 25 minutes or until golden brown and almond filling is set. Cool tarts in pans, then gently remove. **Makes 8 tarts**

9 x 13 x 2-inch baking pan. Bake for 30 to 35 minutes or until pick inserted in center comes out dry. Then allow to cool.

6. Frost with Browned Butter Caraway Frosting. Cut into bars and serve. (Banana Caraway Bars freeze well.)

**Makes 30 bars**

### Browned Butter Caraway Frosting

4 tablespoons butter or margarine  
4 tablespoons cream or milk  
1/2 teaspoon caraway seeds  
1/4 teaspoon almond extract  
3-4 cups sifted confectioners' sugar

- In small saucepan, heat butter, stirring until it turns a light golden brown.
- In large bowl, combine browned butter, cream, caraway seeds, almond extract and confectioners' sugar. Set electric mixer at low speed and beat mixture until blended; then beat at high speed until very smooth.

**Makes 1 1/2 cups frosting**

### APPLE CRISP

1 qt. sliced, peeled and cored apples  
1 tablespoon lemon juice  
1/2 tablespoon grated lemon rind  
1/4 cup water  
1/2 cup sugar  
2 tablespoons minute tapioca  
1 teaspoon ground cinnamon  
1/2 teaspoon ground nutmeg  
1/4 teaspoon salt  
1 cup raisins  
1/3 cup flour  
1/2 cup nonfat dry milk powder  
2/3 cup sugar  
1/2 teaspoon salt  
1/2 cup butter or margarine

- Preheat oven to 375°F.
- In large bowl, toss apples with lemon juice, rind and water. Mix in sugar, tapioca, cinnamon, nutmeg, salt and raisins.
- Turn apple mixture into an 11 1/2 x 7 1/2-inch baking pan.
- To make topping: Mix together flour, milk powder, sugar, salt and butter until crumbly.
- Cover apple mixture evenly with topping. Bake for about 35 to 40 minutes or until apples are tender and crust is brown. **Makes 6 to 8 servings**

*Continued*



↑



## Family Weekly FOODSHELF

### MEAL-ON-A-BUN

Toast 4 split hamburger buns or English muffins. Spread with mayonnaise and top each with shredded lettuce. Heat 1 can (1 lb.) pinto beans in tomato sauce with 1 can (12 ozs.) diced luncheon meat and 1/2 cup diced sharp cheddar cheese until bubbly. Spoon onto buns. Serve with pickles.

**Makes 4 servings**

# 1 EQUALS 2 SWEEPSTAKES



**Remember: one 8-oz. jar of ours equals two one-pound cans of theirs.**

This is just a little \$275,000 reminder that two isn't always more than one. We want you to remember that fact when you're choosing the sweepstakes prize you'd like to win. And when you're pricing your coffee, remember that two pounds of ground roast makes no more than one 8-oz. jar of Taster's Choice.

#### 2 ways to win!

- If the color of the symbol on your entry blank matches one of the colors of the symbols on the Taster's Choice store display at your participating retailer (or see rule 6), you're an instant winner.
- If you don't have a match, just send in the entry form below to participate in the sweepstakes drawing for all unclaimed prizes.

#### Official Rules: No Purchase Necessary.

1. Cut out the Official Entry Form containing the coffee symbol on which you have hand printed your name and address. Compare the color of your symbol to the colors of those appearing on the special display at your participating Taster's Choice retailer (or see Rule 6) to determine if you are an Instant Winner.  
2. In the event that all prizes are not claimed, which is likely, a random drawing will be held from among all entries received to award the unclaimed prizes. So, if you have not won a prize, you still have an extra chance to win if you mail your completed Official Entry Form or Store Entry Form (available at participating retail stores).  
Taster's Choice, "1 Equals 2" Sweepstakes  
P.O. Box 7034, Blair, Nebraska 68009

#### 1<sup>ST</sup> PRIZE 1 winner



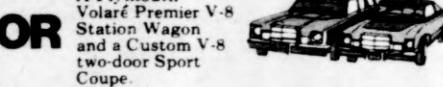
A \$50,000 check. **OR** Two checks for \$25,000 each.



#### 2<sup>ND</sup> PRIZE 10 winners



A Chrysler New Yorker Brougham equipped with every option available.



**OR** A Plymouth Volare Premier V-8 Station Wagon and a Custom V-8 two-door Sport Coupe.

#### 3<sup>RD</sup> PRIZE 50 winners



A Magnavox 25" Star System Stereo Theatre. Includes remote control channel selection, stereo AM/FM radio, phonograph and 8-track player.



**OR** A Magnavox 25" Star System Color Console TV and a compact console Music Center featuring stereo AM/FM radio, an automatic record changer plus an 8-track tape player.

#### 4<sup>TH</sup> PRIZE 500 winners



A Panasonic portable cassette recorder with built-in AM/FM radio.



**OR** A Panasonic portable cassette recorder and a portable AM/FM radio.

#### OFFICIAL ENTRY FORM

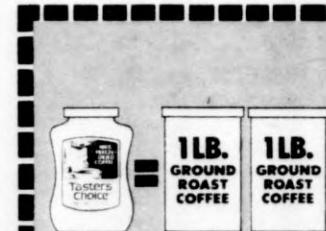
If you are an instant prize winner, follow rules 3 and 4. If you do not have a match, you still have a chance to win a prize. See rules 2 and 4.

Name \_\_\_\_\_  
(Please Print)

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

#### YOUR INSTANT WINNER SYMBOL



30¢ 19982E

30¢



50¢  
OFF

on the 8-oz. jar of  
**TASTER'S CHOICE®**  
100% Freeze-Dried Coffee,  
regular or decaffeinated.

#### STORE COUPON 50¢

**TO THE DEALER:** This coupon will be redeemed only as follows: For amount specified plus 5¢ for handling, provided coupon is received from customer on purchase of listed merchandise. Proof of purchase of sufficient stock of merchandise to cover coupons submitted must be shown on request. (Failure to comply may void all coupons submitted for redemption.) Redemptions not honored through brokers or other outside agencies. Coupons are nontransferable and void if use is prohibited, taxed, restricted, or license is required. Customer must pay any sales tax. Cash redemption value: 1/100¢. **FOR REDEMPTION, PRESENT TO OUR SALES-MAN OR MAIL TO: THE NESTLE COMPANY, INC., P.O. BOX 1500, ELGIN CITY, N.C. 27826. OFFER GOOD ONLY IN U.S.A. LIMIT: ONLY ONE COUPON MAY BE REDEEMED PER UNIT OF PRODUCT PURCHASED. GOOD ONLY ON TASTER'S CHOICE® 100% FREEZE-DRIED COFFEE. ANY OTHER USE CONSTITUTES FRAUD. EXPIRES NOVEMBER 30, 1976.**

328661

30¢

# Home-Baked Treats

Continued

## FLORENTINES

**1/2 cup sugar**  
**1/2 cup heavy cream**  
**1/3 cup honey**  
**Dash of salt**  
**1 1/2 cups sliced, natural (unblanched) almonds**

**1/3 cup finely chopped candied orange peel**  
**6 tablespoons flour**  
**1 pkg. (6 ozs.) semisweet chocolate bits**  
**1 teaspoon shortening**

1. Combine sugar, cream and honey in saucepan. Bring to boil, stirring, then gently boil to 238°F. (soft-ball stage). Remove from heat.
2. Stir in salt, almonds, orange peel and flour.
3. Drop by level tablespoonfuls onto foil placed on cookie sheet. Flatten cookies slightly.

4. Bake at 325°F. for 10 to 13 minutes or until golden brown around the edges and done in center. Cool thoroughly on foil, then peel off and invert on wire rack.

5. Melt chocolate in top of double boiler. Stir in shortening. Spread mixture over flat bottoms of cookies. *Makes 2 dozen cookies*



## Don't let high prices make a vegetarian out of you.



Dinty Moore Beef Stew has meat. It even has little pieces of meat all through the gravy that give it an undeniably rich, meaty taste. If you love meat, but haven't been having much of it lately, buy a case of Dinty Moore. Then you can have your share of meat, plus a good amount of fresh potatoes and carrots, at a price you can swallow.

**Hormel**  
FINE FOOD PRODUCTS

## PRUNE-WHEAT SOFTIES

**3/4 cup margarine**  
**1 cup brown sugar, packed**  
**1 egg**  
**1 1/2 teaspoons pure vanilla extract**  
**1/2 cup wheat germ**  
**1 cup whole wheat flour**  
**1 cup all-purpose flour**  
**3/4 teaspoon salt**  
**2 teaspoons ground cardamom**  
**1 1/2 teaspoons baking powder**  
**1/2 cup buttermilk**  
**1 cup chopped prunes or dates**  
**1/2 cup chopped almonds, toasted**  
**Sugar for topping, optional**

1. Preheat oven to 350°F. In large bowl, beat margarine with sugar. Beat in egg and vanilla.
2. Mix together wheat germ, flours, salt, cardamom and baking powder. Blend into creamed mixture alternately with buttermilk. Stir in prunes and almonds.
3. Drop by level tablespoonfuls onto well-greased cookie sheets. Sprinkle cookies with sugar before baking if you wish. Bake for about 10 minutes. Cool for 2 minutes on cookie sheets, then remove to rack and allow to cool completely.

*Makes 3 1/2 dozen cookies*

## CAN-CAN BREAD

**2 tablespoons brown sugar**  
**2 tablespoons vegetable oil**  
**1 1/2 teaspoons salt**  
**2 cups very warm water**  
**1 pkg. active dry yeast**  
**3/4 cup wheat germ**  
**1/4 cup instant skim milk powder**  
**1 1/4 cups chopped toasted almonds**  
**4 1/2 - 5 cups unsifted all-purpose flour**

1. In large, warm mixing bowl, combine brown sugar, vegetable oil and salt.
2. Add water, sprinkle yeast into liquid and stir until yeast dissolves. Stir in wheat germ.
3. Combine skim milk powder and 1 cup chopped almonds with 2 cups of flour. Add to yeast mixture, beating hard.
4. Add just enough remaining flour, mixing well, to make a soft dough.
5. Flour board with leftover flour and turn dough onto board. Knead until smooth and elastic, about 8 to 10 minutes.
6. Place dough in large oiled bowl, turning until dough ball is covered with oil.
7. Cover and let rise in a warm place until dough is doubled in bulk, about 1 hour. Punch dough down and let stand for about 10 minutes.
8. Turn out dough and knead again for about 5 minutes. Then shape dough into 3 balls. Place each ball in a well-oiled 1-lb. coffee can. Sprinkle with remaining 1/4 cup almonds.
9. Cover and let rise again until dough comes to tops of cans. Just before rising time is up, preheat oven to 400°F.
10. Bake in coffee cans at 400°F. for 10 minutes. Cover loaves loosely with foil. Reduce heat to 350°F. and bake for 30 to 40 minutes longer or until bread is done and browned. Remove foil and let bake for an additional 5 to 10 minutes to brown tops.
11. Turn out of coffee cans onto wire rack to cool completely.

*Makes 3 loaves*

Continued on page 18

**"LOOK! SAVE 10¢  
ON MY NEW 16-OZ. SIZE  
KELLOGG'S FROSTED  
RICE!"**

**"OR MY  
ROARIN' GOOD  
REGULAR SIZE,  
TOO!"**



Kellogg's® Frosted Rice does taste roarin' good! And those crunchy bits of frosted rice are nutritious, too. They're fortified with 10 essential vitamins and minerals.

So clip this coupon today and save 10¢ on any size of Kellogg's Frosted Rice. It's a roarin' good deal!

**STORE COUPON**



**SAVE 10¢**

with this coupon on your next purchase  
of any size of

*Kellogg's*

**FROSTED RICE CEREAL.**

(Offer limited to one coupon per package purchased.)

GROCER. We will redeem this coupon plus 5¢ for handling when terms of this offer have been complied with by you and the consumer. For payment mail coupons to: DEPT. K, P.O. BOX 1172, CLINTON, IOWA 52734. Coupon will be honored only if submitted by a retailer of our merchandise or a clearinghouse approved by us and acting for, and at the risk of, such a retailer. Invoices proving purchase of sufficient stock to cover coupons presented for redemption must be shown upon request. Any sales tax must be paid by the consumer. Offer good only in the United States and Puerto Rico, and void where prohibited, licensed, taxed, or restricted by law. Coupon subject to confiscation when terms of offer have not been complied with. Cash value: 1/20 of 1¢. KELLOGG SALES COMPANY.



**James Brolin** appeared as Dr. Steve Kiley on the ABC-TV series "Marcus Welby, M.D." He recently completed work on "The Car," a new thriller film.

**By JAMES BROLIN**

In conversation with Helen Dorsey

I've cooked only a little bit. But I follow directions from a cookbook pretty well. Still, I like to take a recipe and start throwing herbs and spices in there to see what goes together. I enjoy living out West and being outdoors and raising horses—the kind of life that calls for steaks, *cooked plain*. I pick out good steaks—forget about all those marinades—and barbecue them. I pay more attention to what the steak's barbecued over—usually hickory chips or "smelly pine." That's just cut up pieces of pine log with a lot of moisture still left in it so it'll smoke.

I cook several things, barbecued ribs, for example. I can make my own barbecue sauce, but I would rather start off with a bottled sauce and then just keep pouring things into it. I'm an improvisational chef.

My favorite food is Italian gourmet—veal dishes, cannelloni or manicotti. I make good cannelloni. I like the kind of cannelloni made with real flat, chewy crepes, or rolled up with a good meat filling.

I work hard when I fix cannelloni. The crepes take all day to do, especially if you're going to have guests. But you can make them in advance. I'll usually cook all that day, and afterward, I leave and walk away from the kitchen mess and say, "That's it for a couple months." My cannelloni is made with a white sauce on top. I just choose from the spices and bottles on the shelf and figure out what I'm going to add each time. I put as much mozzarella cheese on top as I can and then just bake them until the crepes begin to fall apart.

Jim's main dish can't be made in advance, frozen and thawed just before baking to reduce preparation time for guests. The dish is hearty and memorable!

### BROLIN'S CANNELLONI

#### Crepes

- 2 eggs
- 2/3 cup milk
- 1 tablespoon butter or margarine, melted
- 1/2 cup unsifted all-purpose flour
- 1/4 teaspoon salt
- Salad oil for frying

# "Try My Cannelloni, You'll Like It"

## A Celebrity Cooks

1. In medium bowl, beat eggs thoroughly. Stir in milk and butter.
2. Beat in flour and salt just until batter is smooth.
3. Lightly brush a 5-inch crepe pan (or small skillet) with salad oil. Then heat over medium

- heat until hot but not smoking.
4. Quickly spoon in 2 tablespoons of batter; tilt pan so batter covers bottom completely.
5. Cook crepes for 2 minutes on each side or until lightly browned. Remove from skillet. Stack crepes with foil between each. Cover



**10 First prizes** — A full year's groceries for a family of four.

**15 Second prizes** — Six months' groceries for a family of four.

**25 Third prizes** — Three months' groceries for a family of four.

**35 Fourth prizes** — One month's groceries.

**1,000 Fifth prizes** — A \$10 bag of groceries.

**Bonus prizes** — First, second, third and fourth prize winners will receive an extra \$50 in grocery money if their entry includes the name and location of their favorite grocer.

All told, that's 1,085 prizes, with a total cash value of over \$100,000. Follow the official sweepstakes rules. Use the entry blank in this advertisement to get started. Additional entry blanks are available at participating grocers. Enter now, and as often as you like! Entries must be received no later than December 1, 1976.

#### Official Rules — no purchase required

1. On an official entry form or plain piece of 3" X 5" paper hand print your name and address, and if you wish, the name and location of your favorite grocer (see Rule #3). Mail your entry to: "MOM'S A WINNER" Sweepstakes, P.O. Box 7021, Blair, Nebraska 68009.

2. Each entry must be accompanied by three (3) labels from any size DEL MONTE product featured in this sweepstakes, or three (3) plain pieces of paper on which you have hand printed the words "DEL MONTE"—or any combination of labels and hand printed pieces of paper totaling three (for example, 2 labels and 1 hand printed piece of paper).

3. If any first, second, third or fourth prize winning entrant has additionally indicated, on an official entry form or plain piece of 3" X 5" paper the name and location of his or her favorite grocer, that winning entrant will receive an additional \$50.00 cash Bonus Award.

4. Enter as often as you wish, but each entry must be mailed separately. Entries must be received by December 1, 1976.

5. Winners will be determined in random drawings conducted by the D. L. Blair Corporation, an independent judging organization whose decisions are final. Limit one (1) prize to a family. Taxes on any prize are the sole responsibility of the winner. No substitution will be made for any prize offered. All prizes will be awarded check, the amount of each check determined by the cash value of the supply of groceries offered. Cash values based on WINTER 1976 U.S.D.A. Family Economic Review "Lip Plan" for costs of feeding a family of four school age children.

6. Sweepstakes open to residents of the United States, except employees of Del Monte Corporation, its advertising and sweepstakes agencies, and the families of each. This sweepstakes is void in the state of Missouri and where else prohibited by law. Sweepstakes participation via entry blanks distributed through retail stores is void in Wisconsin and Maryland. Federal, State and local laws and regulations apply.

7. For a list of winners, send a separate, self-addressed envelope to: "MOM'S A WINNER" Winners List, P.O. Box 8005, Blair, Nebraska 68009.

with damp cloth until ready to use. (Or wrap stacked crepes completely with aluminum foil, label and freeze until needed.)

Makes a dozen crepes

**Meat Filling**

1 lb. ground beef (preferably 1/3 lb. ground beef,  
1/2 lb. ground veal, 1/2 lb. ground cooked  
chicken)  
Olive oil  
2 tablespoons butter, melted

1 tablespoon minced fresh parsley  
1/2 cup grated Parmesan cheese  
1/2 teaspoon salt  
Ground nutmeg to taste  
Pepper to taste

- Cook ground beef, veal and chicken in small amount of olive oil. Remove from skillet.
- Add melted butter, parsley, Parmesan cheese, salt, nutmeg and pepper. Mix until well blended and set aside.

**Meat-filled Cannelloni—  
Brolin-style—sizzles in  
two kinds of sauce.  
Topped with both mozzarella and Parmesan  
cheese, it's an Italian  
feast that will please the  
palates of friends and  
family on cool autumn  
evenings.**



# winner



## WIN A YEAR'S FREE GROCERIES IN THIS SWEEPSTAKES FROM DEL MONTE



### Official entry form.

Mail to: "Mom's A Winner" Sweepstakes, P. O. Box 7021, Blair, Nebraska 68009

Enclosed are: (check one)  3 labels from any of the featured DEL MONTE products listed below.  3 pieces of 3" x 5" paper hand printed with the words "DEL MONTE".  A combination of the above totaling three.

Featured DEL MONTE Products—Corn • Pineapple • Catsup • Peas • Green Beans • Pears • Tuna • Juice Drinks • Tomato Sauce • Fruit Cocktail

Name \_\_\_\_\_ Please Print \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

My favorite grocer is: \_\_\_\_\_

Store Name \_\_\_\_\_

Store location \_\_\_\_\_  
Entries must be received by December 1, 1976



**Mom Brings Del Monte Home**

**Tomato Sauce**

2 tablespoons butter  
1 tablespoon olive oil  
1 small yellow onion, chopped  
1/2 carrot, minced  
1 small clove garlic, pressed  
Small stalk celery, chopped  
1 lb. fresh mushrooms, sliced  
3 cups fresh tomatoes, peeled, cut in chunks or  
2 cups canned tomatoes  
Salt and freshly ground pepper to taste  
1/2 teaspoon dried oregano  
1/2 tablespoon chopped fresh basil or 1/2 teaspoon dried basil

- Heat butter and olive oil in large skillet. Add onion, carrot, garlic, celery and mushrooms. Cook, stirring, until vegetables are lightly browned and limp.
- Turn tomatoes into coarse sieve or food mill and push through with spoon to remove seeds.
- Add puréed tomatoes in skillet. Add salt, pepper, oregano and basil. Heat to boiling, reduce heat and simmer for about 45 minutes or until thick and well-flavored.

**White Sauce**

2 tablespoons butter  
1 1/2 tablespoons flour  
1/2 teaspoon salt  
Ground nutmeg to taste  
Freshly ground black pepper to taste  
1 cup milk

- Melt butter in small saucepan. Blend in flour to form smooth paste.
- Add salt, nutmeg and pepper. Gradually add milk. Cook and stir over low heat until sauce comes to boiling. Remove from heat.

**To Assemble**

**Meat filling**  
**Crepes**  
**Tomato Sauce**  
**White Sauce**  
1/2 - 1 lb. mozzarella cheese, shredded (or cut in small pieces)  
Freshly grated Parmesan cheese  
Parsley for garnish, optional

- Preheat oven to 375°F. Spoon meat filling into each crepe, bringing one end over the other.
- Pour half the Tomato Sauce in bottom of foil-lined pan.
- Place filled crepes in Tomato Sauce. Pour remaining Tomato Sauce over crepes.
- Top with White Sauce, shredded mozzarella cheese and Parmesan cheese.
- Bake uncovered for 20 to 30 minutes until bubbly and cheese is melted. Sprinkle with parsley and serve at once with large tossed Italian salad.

*Makes 4 to 6 servings*

# ...not just nuts

# but Almonds



### ALMOND LEGEND CAKE

This legendary almond cake--with one whole natural almond baked inside--is fun to bake for friends or family. You slice and serve the cake in the usual way. The lucky person who receives the slice which contains the hidden almond is said to enjoy good fortune all year.

### ALMOND LEGEND CAKE

$\frac{1}{2}$  cup finely chopped whole natural almonds

$2\frac{1}{3}$  cups sifted all-purpose flour

2 teaspoons baking powder

$\frac{3}{4}$  teaspoon salt

$\frac{1}{4}$  teaspoon soda

$\frac{2}{3}$  cup shortening (half butter)

$1\frac{1}{2}$  cups sugar

Grease 9-inch Bundt® pan heavily with 2 tablespoons shortening. Sprinkle with chopped almonds. Resift flour with baking powder, salt and soda. Cream shortening well with  $1\frac{1}{4}$  cups sugar and flavorings. Beat in egg yolks. Blend in flour mixture alternately with milk, lemon juice and peel. Beat egg whites with cream of tartar. Gradually beat in remaining  $\frac{1}{4}$  cup sugar, beating to stiff meringue. Fold into batter. Turn into pan. Press whole almond just below surface of batter. Bake below oven center at 300 degrees F (slow oven) about 1 hour 20-30 minutes. Let stand 10 minutes, then invert onto wire rack to cool. Brush with Apricot Glaze when cold.

**Apricot Glaze:** Force  $\frac{1}{2}$  cup thick apricot jam through a sieve. Stir in 2 teaspoons rum or orange juice.

1 teaspoon each vanilla and almond extract

3 large eggs, separated

$\frac{3}{4}$  cup milk

2 tablespoons lemon juice

1 teaspoon grated lemon peel

$\frac{1}{2}$  teaspoon cream of tartar

1 whole almond

Apricot Glaze

No other nut will do in your "good omen" Almond cake -- just as no other nut comes close to almonds for versatility, crisp texture, subtle flavor and eye appeal. In all your baking and cooking, remember, not just "nuts" -- but a helping handful of almonds. Blue Diamond Almonds, the choice, fresh almonds from California. In poly bags and tins.

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## Home-Baked Treats

Continued from page 14

### Tips 'n' Topics

#### SHOPPING FOR ALMONDS? TAKE NOTE!

- **Whole natural almonds:** almonds that have not been blanched, just shelled nuts wearing their cinnamon brown skins.

- **Whole blanched almonds:** skinless almonds. To blanch almonds yourself, cover kernels with water and heat to boiling. Drain. The skin will slip off easily when you press an almond between thumb and finger.

- **Sliced natural almonds and sliced blanched almonds:** almonds that have been sliced lengthwise, with or without their skins.

- **Blanched slivered almonds, roasted:** blanched slivered almonds that have been halved, then cut lengthwise in pieces thick enough to give pleasing crunch, especially when roasted or toasted.

- **Diced roasted almonds:** natural almonds first cut into small pieces, then roasted in oil. They are hard to find in many parts of the country, but you can prepare them easily: Chop whole, natural almonds coarsely. To roast, spread about  $\frac{1}{2}$  teaspoon butter, margarine or vegetable oil over the surface of a shallow pan. Add a single layer of the diced nuts. Roast, stirring often, at 300°F. for about 15 minutes or until they begin to turn color. Don't wait for them to become golden brown—they will get a little darker out of the oven. To toast, use a dry pan.

- **Ground blanched almonds:** a key ingredient in many European baked goods. Few stores stock them, but you can grind your own, about  $\frac{1}{3}$  cup at a time, in your electric blender. Or you may use a Mouli Mill or a meat grinder with a fine blade. (They should be ground to about the consistency of corn meal.)

- **Almonds in the shell:** still sold, particularly during Thanksgiving and Christmas.

- **Seasoned almonds:** sold in a variety of flavors, often referred to as cocktail almonds.



**2 teaspoons pure vanilla extract**  
**2½ cups whole wheat flour**  
**½ cup All-Bran**  
**1 teaspoon salt**  
**1 teaspoon baking soda**  
**3 teaspoons ground cinnamon**  
**1 cup chopped natural almonds (unblanched)**

1. Preheat oven to 350°F. Grease and flour 9 x 5 x 3-inch loaf pan or two 7½ x 3½ x 2-inch loaf pans.
2. In large mixing bowl, beat eggs with oil.

Stir in sugar, zucchini, carrots and vanilla.  
 3. Mix together flour, All-Bran, salt, baking soda and cinnamon. Stir into zucchini mixture. Add almonds and mix well.  
 4. Bake for 1 to 1½ hours or until a pick inserted in center comes out dry.  
 5. Allow to cool for 15 minutes in pan; then invert and cool on wire rack. Wrap well to store. (This bread stays moist for several days. It also freezes well.)

*Makes one large loaf or 2 small loaves* *Continued*



Moss Photography

Rich and elegant, this Italian Almond Torte is the perfect ending for an October dinner party.

### ITALIAN ALMOND TORTE

**⅔ cup sugar**  
**½ cup almond paste, at room temperature**  
**⅔ cup butter**  
**3 eggs**  
**¼ teaspoon pure vanilla extract**  
**⅔ cup unsifted all-purpose flour**  
**½ teaspoon baking powder**  
**Shaved chocolate**  
**Sour cream**

1. Preheat oven to 300°F. Line an 8- or 9-inch round layer-cake pan with foil.
  2. Beat sugar with almond paste in electric mixer. Add butter a little at a time and beat until smooth.
  3. Beat in eggs, one at a time; then beat in vanilla.
  4. Mix flour with baking powder and beat into batter. Turn batter into prepared pan.
  5. Bake for about 55 to 60 minutes or until a toothpick inserted in center comes out dry.
  6. Lift cake from pan by gripping foil. Allow cake to cool for a few minutes; then completely wrap cake with additional foil or plastic wrap and allow to cool. (This keeps cake moist.)
  7. To make shaved chocolate, push a vegetable peeler along smooth surface of a 4-oz. block of sweet chocolate. Refrigerate shavings if weather is warm.
  8. To serve, cut cake into wedges, place on plates and top with sour cream. Garnish with shaved chocolate.
- Makes 8 servings*



Moss Photography

Our hearty Zucchini-Carrot Bread makes a perfect partner to a cup of hot tea.

### ZUCCHINI-CARROT BREAD

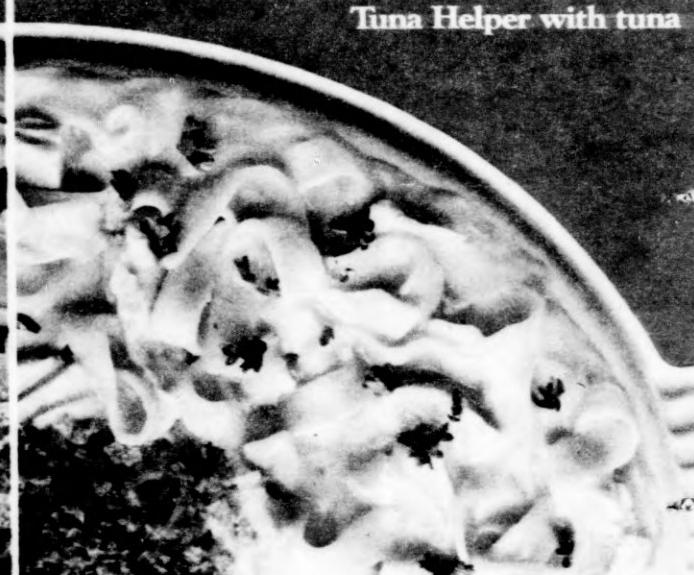
**3 eggs**  
**1 cup vegetable oil**  
**1½ cups brown sugar, packed**  
**1 cup grated zucchini**  
**1 cup grated carrots**

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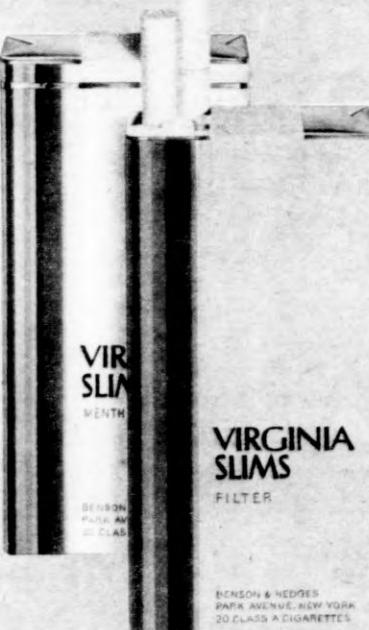
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FASHIONS: Pauline Trigère

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Warning: The Surgeon General Has Determined  
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# Home-Baked Treats

Continued

## PUMPKIN BREAD

**2½ cup hot water or ½ cup sherry  
2½ cup seedless raisins  
2½ cup shortening  
2 cups granulated sugar  
2½ cup molasses  
4 eggs, slightly beaten  
2 cups canned mashed pumpkin  
3½ cups unsifted all-purpose flour  
1 teaspoon ground cinnamon  
½ teaspoon ground cloves  
½ teaspoon ground allspice  
1 teaspoon baking soda  
½ teaspoon baking powder  
2 teaspoons salt  
1 cup chopped natural almonds or walnuts**

1. Preheat oven to 350°F. Grease two 9 x 5 x 3-inch loaf pans.
2. Add hot water to raisins and set aside to cool.
3. In large bowl, with electric mixer set at medium-high speed, beat together shortening, sugar and molasses until light and fluffy.



Autumn leaves, a wood-burning fire, spicy Pumpkin Bread and cold milk—who could ask for more?

4. Set mixer on low speed and beat in eggs and pumpkin.
5. Sift remaining dry ingredients together. Then toss chopped nuts in flour-spice mixture.
6. Gradually beat flour-nut mixture into creamed mixture. Add raisins and water. Mix until all dry ingredients are moistened.
7. Pour batter into prepared loaf pans and bake for 1 to 1½ hours or until a pick inserted in center comes out dry.
8. Allow to cool for 10 minutes; then turn out of pan and cool completely on rack before slicing.

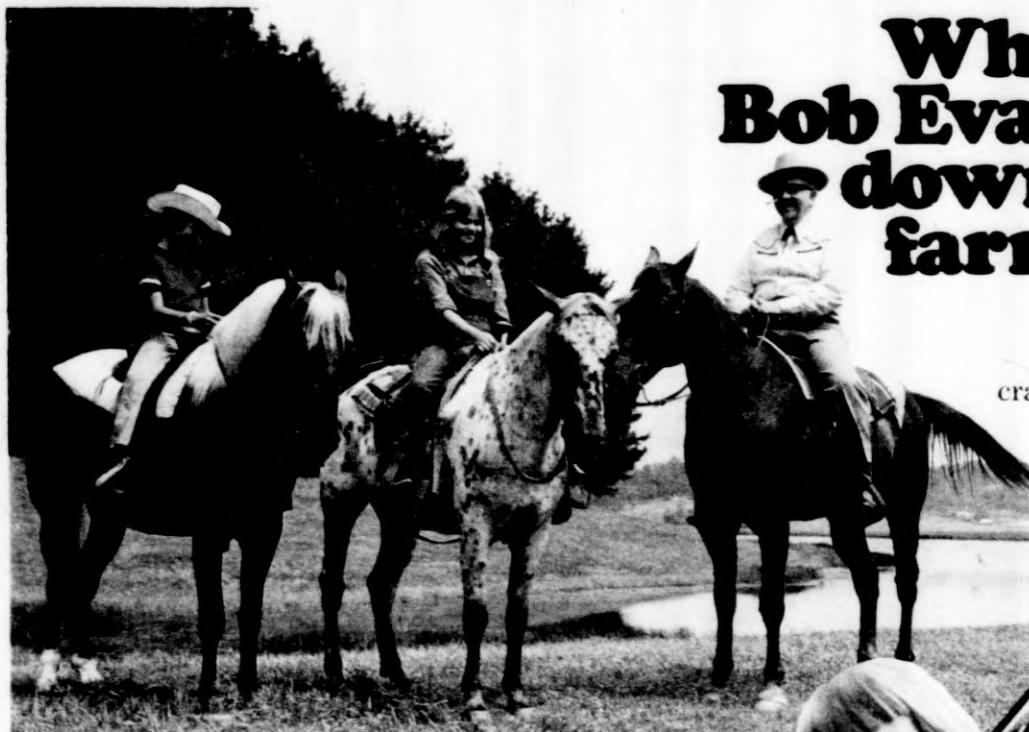
Makes 2 loaves  
Continued



## Family Weekly FOODSHELF

### GERMAN-STYLE MEATBALL SANDWICH

In saucepan, heat 2 cans (15-oz. size) **meatballs and macaroni**, 1 can (8 ozs.) **sauerkraut**, ¼ teaspoon **salt** and ½ teaspoon **sugar**. Stir until mixture boils. Toast 6 slices **pumpernickel or rye bread**; then spread with **mustard**. Spoon ½ cup hot meatball mixture on each slice of toast. Serve with sour pickles and beer. **Makes 6 sandwiches**



If you ever visit the Bob Evans Farm, located on Route 35 near the small town of Rio Grande, Ohio, you'll probably find that famous farmer and sausage-maker doing what he likes to do best.

Bob's a man most at home on the land. There are few things he enjoys more than saddling up a quarter horse to ride through his herd of Welsh Black-Charolais crossbred cattle, planting shrubs which will feed wildlife, or taking a group of children on a nature hike.

For more than 30 years, Bob has been at work on his farm in southeastern Ohio revitalizing the land and teaching that skill to others. The 1100-acre farm is now a showplace which attracts visitors from around the country.

Here the ways and the pace of days gone by can still be found today. The farm museum is filled with tools used before the age of mechanization. In a craft barn, artisans demonstrate skills rarely seen anymore. And the slow-moving waters of Raccoon Creek provide canoeists a look back to days before civilization brought roads and fences and power lines to the countryside.

Among the special events throughout the year is the Bob Evans Farm Festival which last year attracted 140,000 visitors. Besides being a lot of fun for the whole family, the festival presents a clear picture of the philosophy of this rural company. Here

## What's Bob Evans doin' down on the farm?

craftsmen and entertainers demonstrate quality workmanship, a respect for the honest and open ways of pioneer

America, and a recognition that little worthwhile is ever achieved without hard work.

These same qualities are reflected in the sausage products which bear

Bob Evans' name. The sausage produced at four farm locations

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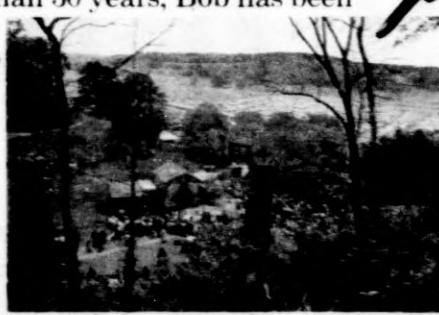
own family years ago. Bob believes that the use of quality ingredients plus overnight delivery is what makes Bob Evans Farms Sausage the best tasting one in your grocer's case. It's so lean and fresh it's pink!

And that's what makes our sausage the best-selling brand from Chicago to the Atlantic shores. You are invited to put yourself "down on the farm" by trying Bob Evans Farms Sausage

for breakfast, lunch or dinner. Or by stopping at one of the 26 Bob Evans Restaurants in Ohio, Indiana, West Virginia and Kentucky.

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# ROBERT SHAW

## "I Figure for Two or Three Years I'll Be a Movie Star"



Shaw—He's a "hungry fighter" in a "shriveling profession."

By Fred Robbins

I was sitting in a taverna in Pamplona, Spain, just south of the Pyrenees, contemplating the jovial, entertaining man across from me—a man of marvelous wit, talent, versatility. The man was Robert Shaw, and he had just come from the set of "Robin and Marian," one of his many recent films. As I sat there, remembering his parts in "A Man for All Seasons," "The Taking of Pelham 1-2-3," "The Sting," and becoming slightly hypnotized by the melodic cadence of his accent, I thought to myself that I was quite possibly chatting with America's next big British star. Shaw, a family man in his early fifties, is a celebrated actor on stage, a successful writer ("The Man in the Glass Booth" being one of his best-known works) and is now becoming a film sensation.

**FAMILY WEEKLY:** Since we last talked, you've had a string of movie successes, with "Jaws" being the most celebrated of them. [Shaw is currently immersed in a new film, "The Deep," by Peter Benchley.] Were you surprised at the overwhelming success of that film?

**ROBERT SHAW:** I was never surprised. I always said it would be a success. I offered my whole salary plus the enormous overage (when we went 23 weeks over schedule) for a percentage of the profits instead. At that point, nobody was terribly confident. The budget had escalated to something like \$3.5 million, \$3.8 million to over \$8 million. After all, there were only three men in it and a shark! We weren't exactly surrounded by an international cast. But they declined my offer. The only thing that worried me was the shark. I kept saying, "It all depends on the shark. If they can just make the shark look real so the audience will believe. And obviously they did. That

was due to the technicians and a terrific editor.

**FW:** Why were you so confident? Weren't there enormous production delays and predictions of disaster when you were on location?

**SHAW:** Oh, there weren't only predictions there *were* disasters. For one, I felt it was the first picture that had ever been made entirely at sea. I think parts of "Moby Dick" were made at sea, but most such films are made in tanks. I knew the audience would be fascinated by those real conditions. And the other problem was the director. He would improvise all the time. About eight o'clock at night we'd be coming in, and three miles out to sea he would suddenly say, "Give me the viewfinder," and he'd set up a shot as we were going

In filming "Jaws," there weren't only predictions of disaster, there *were* disasters...The boat sank once and caught fire twice.

in. Sometimes he would re-shoot scenes. Half of my part is ad-libbed, you know.

**FW:** Was making the film a terrible chore?

**SHAW:** Oh, it was arduous. First of all, there would be such early calls. The boat on which we were filming would go out at first light, 4:30 or 5:00, just to get into position. Then about 7:00 we would all follow in speedboats, sometimes in very rough water. Once we got out there, we had no facilities—except on the tug, where there were a couple of berths. The other actors and I usually were stuck on our own little boat, with no place to sit, no proper toilets. Then the fog would descend. I remember one night we were lucky

*Continued*

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**ROBERT SHAW**  
*Continued*

just to get back to shore. My boat sank twice and caught on fire once. We even had to call in the Coast Guard helicopter a couple of times.

**FW:** Did you learn anything about sharks while making that film?

**SHAW:** I learned two things: their body temperature is 18 degrees above the water's temperature, which enables them to go far north; and they are likely to return three years later to the site of a previous kill.

**FW:** You seem to be making more films in the U.S. than in England. Do you still live in England?

**SHAW:** I live in County Mayo, on the West Coast of Ireland. I chose Ireland for several reasons. One is that I hate cities, and in Ireland I can still afford a good-sized estate. Another major consideration is taxes. In England, they tax

**"The only time the English celebrate you is when you're about 74 and dying — then they say you're a great actor."**

you 90 percent. Incidentally, my taxes in Ireland would be still lower if actors were considered "artists." Painters are, writers are—but actors are not. You figure that one. The other reason is emotional: As a boy, I lived in a remote part of northern Scotland, which is quite similar to where I live now. For me, my home in Ireland is the best place in the world!

**FW:** I understand your children were with you while you made "The Blarney Cock."

**SHAW:** I brought five of them—Collins, 13; Elizabeth, 12; Charles, 11; Hannah, 8; and Ian, who is 6.

**FW:** How many children do you have?

**SHAW:** I've four by my first wife [Jennifer Bourke], four by my second [actress Mary Ure who died in April 1975] and an adopted boy.

**FW:** Why, when you had so many children of your own, did you adopt another?

**SHAW:** Charles is my wife's boy. [Shaw recently married Virginia Jansen, his secretary of 16 years.] It's not a formal adoption as such, but he's in my will. It all began when I was in "The Battle of the Bulge," which was filmed in Spain, and I needed a secretary. My ex-agent told me of a secretary who had worked for him in London. When I called her, her mother answered and said, "You won't employ my daughter—she's just had a baby, and there's no father." Well, I asked her mother if she'd look after the infant for a trial period of, say, two months. She said she would, and the girl turned out to be a marvelous secretary. She worked out so well that when I went back to England, we kept her on, and the boy came to stay

with us for six months . . . and, gradually, that's the way it went.

**FW:** Your wife, Mary, died rather suddenly. How did it happen?

**SHAW:** That's a matter of opinion. The coroner said it was too much champagne, to celebrate the success of her play, combined with tranquilizers. I think it was a complete accident. How can you define exhaustion, anyway? I also think there was something further. I think she had a brain tumor. Ironically, she "dies" in the play in which she was acting. At least I know she didn't feel any pain. She died in her sleep.

**FW:** How did your children react to the death of their mother?

**SHAW:** Extraordinarily well. Especially Collins, who was with me when we found her. He explained to the others. Collins has a sardonic humor, inherited from me, and he handled it well. I was "up to it" for the first four or five days, and then literally "took to my bed," as they say. Then, too, Virginia was there, so the children had a surrogate mother.

**FW:** What sort of father are you?

**SHAW:** I am a Victorian father, fairly stern. If I see any sign of animosity or jealousy among my children, I command it immediately. Because my father died when I was 12, my mother brought us up. She was very strict, but also very optimistic and loving. Actually my children get on very well together, and the family is very close.

**FW:** Would you want your children to become actors?

**SHAW:** I've never encouraged it. It is a shriveling profession, and it's terribly tough. Unnatural. It's worse for women than men because of the aging process. Also, when a man auditions, he's looked over with an eye to his worth in box-office dollars and cents. But with a woman, there's a sexual evaluation, and that's demeaning. Women have to be tough to survive in this profession. No, I couldn't advise a daughter of mine to be an actress.

**FW:** You have received acclaim as an author, playwright and actor. Which occupation do you prefer?

**SHAW:** Writing a play is the most difficult thing there is. It is an art form that requires you to be very specific, very concrete. Writing a book is easier, but not easy—I can't just pick up a chapter and work on it. For instance, I've been trying to write a novel about old age for two years. When it comes to films, I've never had so many offers in my life. And most of them are at least worth considering. I figure that for two or three years I'll be a movie star.

**FW:** You're at the very peak of your career, yet as long as I've known you, you've always seemed to have that refreshing sense of insecurity, which keeps you a hungry fighter.

**SHAW:** I've great vulnerability and insecurity—it has something to do with being English. I always wanted to prove I could be a success at several things simultaneously. You know the English have this awful thing: they love failure. The Americans love success as long as it's earning them a buck. A picture is a success only in terms of dollars. The only time the English celebrate you is when you're about 74 and dying—then they say you're a great actor.

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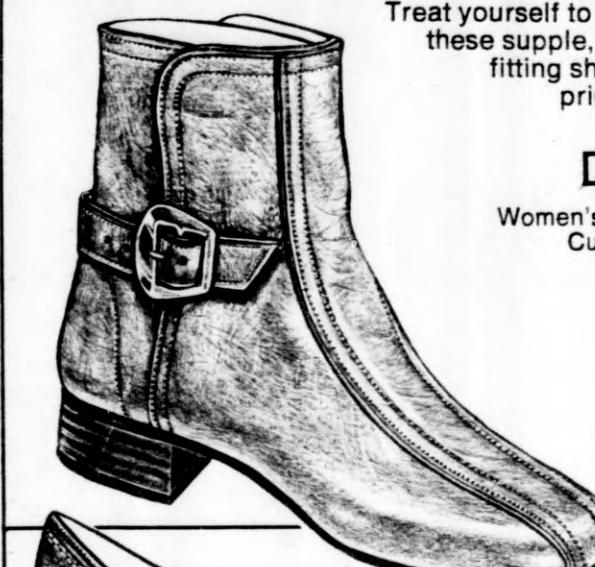
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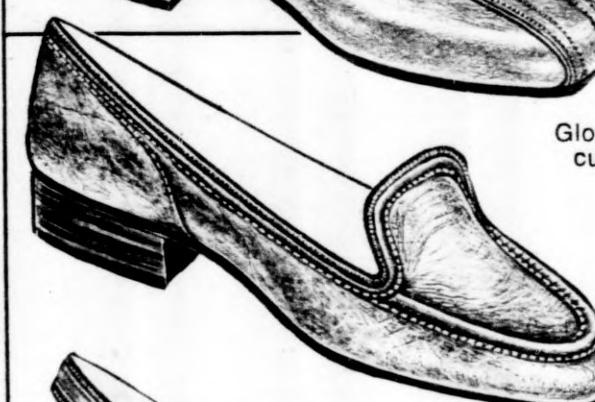


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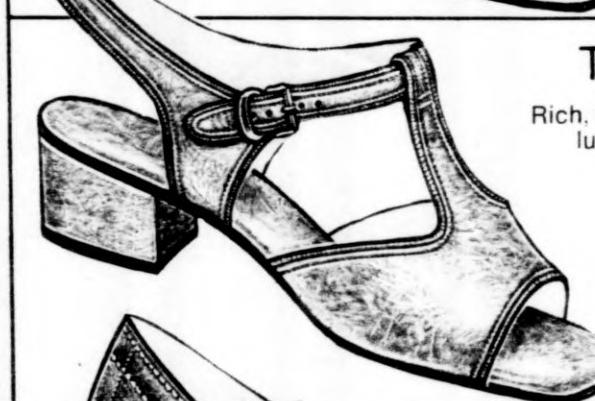


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FILTER: 11 mg. "tar", 0.7 mg. nicotine, MENTHOL: 11 mg. "tar", 0.8 mg. nicotine, av. per cigarette, FTC Report APR. '76.

## PEOPLE QUIZ / BY JOHN GIBSON

When you're feeling blue, can a strong craving for chocolate provide a clue to what may be causing your depression?

## WHAT YOUR EATING HABITS REVEAL



### TRUE OR FALSE?

1. Eating is one of the best antidotes for anxiety.
2. A strong craving for certain foods when you're feeling blue provides a clue to what may be causing your depression.
3. How a person feels, security-wise, has a bearing on where he chooses to sit in a restaurant.
4. The reason most people get fat is because they get hungry more often.
5. If you can't get a child to eat his vegetables, you should cut them into amusing shapes that will intrigue his imagination.
6. The United States has the best food in the world.

### ANSWERS

1. *False.* In the first place, a great many people simply can't eat when they're anxious and upset—and if they do, they're likely to get indigestion. In the second place, studies at Northwestern University have shown that even though some individuals may eat more when anxious, there is little support for the notion that eating does anything to reduce anxiety.
2. *True.* A clinical study conducted by a team of specialists at McMaster University (Canada) showed that many people experience a marked craving for sweets, especially chocolate, or spicy foods when feeling depressed. And their findings suggest that craving for certain foods during or just prior to a depressed period may indicate that the "low" feeling may be due more to physical factors (metabolic processes, organic function) than to psychological considerations.
3. *True.* As evidenced by the intriguing findings of a State University of New York study in which an investigator "conducted intensive observations of lunch patrons, while strategically cam-

ouflaged behind a coffee cup." It turned out that solitary individuals (who might be expected to feel less poised, secure and self-confident than those eating in pairs or a group) showed a marked aversion to the center tables—with their greater visibility—and a corresponding attraction for the wall position. On the other hand, table selection by groups or pairs showed no such preference.

4. *False.* A series of studies at Columbia University shows that one of the biggest differences between people who get fat and those who don't is that normal-sized people tend to eat *only* when they are hungry—while the eating behavior of people with weight problems is very dependent on factors that have little to do with hunger, such as "taste, time of day and the amount of food visible."

5. *False.* He's likely to regard them as toys and play with them instead of eating them. A University of Denver study of the treatment of a child's eating problems has demonstrated the effectiveness of what is termed the behavioral approach. The case of a 4-year-old girl is cited. She would not feed herself a full meal and refused most table foods. Remedial treatment included social attention and praise, preferred foods and favorite television programs. Within a relatively brief period the child had fed herself 50 different varieties of table foods.

6. *True—and false.* A cross section of Americans, as polled in a Maine to California survey, rated the U.S. tops in food. However, an international survey of nations, including Great Britain, Germany, the United States, as well as Scandinavian and South American countries, found the U.S. placing third in a gastronomical sweepstakes that had France taking first place and Italy coming in second.



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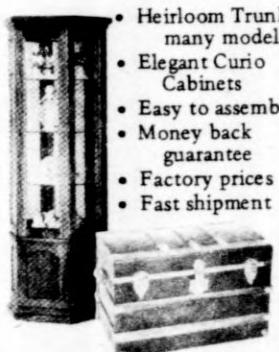
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## MONEY

Are You Suffering From "Financial Shock"?



A group of newlywed couples was talking recently about the unexpected "surprises" of marriage. Heading the list was how much it cost to live as a couple. "The first week in our new apartment, Ann said we ought to get a vacuum cleaner," one young husband said. "I didn't know it cost \$85! I used to live for a week on that!" Another husband explained that he had allowed for furniture and rugs but hadn't counted on spending over \$100 for items like brooms, sink strainers and electric bulbs. One bride was shocked to learn that the annual premium for fire-and-theft insurance was \$90.

Newlyweds, however, are not alone in failing to prepare for the financial obligations that will accompany a major change in lifestyle. Counselors find that most families take on new responsibilities without fully realizing how that will affect their budgets.

According to Arthur M. Watkins, an expert on family finances, the most frequently reported events that create financial shocks include:

- Moving to a new community—"People consistently underestimate the costs of storing and moving their possessions, decorating a new home, living temporarily in motels or eating in restaurants."
- Having a baby.
- Joining a club—"The annual membership fee is no surprise, but somehow we overlook the extras, such as snacks, tips, fancier clothes."
- Buying a luxury car—"It's not the cost but the upkeep that throws budgets out of balance. An engine tune-up or even a simple oil change can become twice as expensive. And there are many more 'options,' such as electrically controlled windows or rear defrosters, that can go out of whack."

A moneywise family that is planning any major change in its way of life should do extensive financial research *first*—concentrating on the often-overlooked secondary expenses of its decision.

—By Norman Lobsenz



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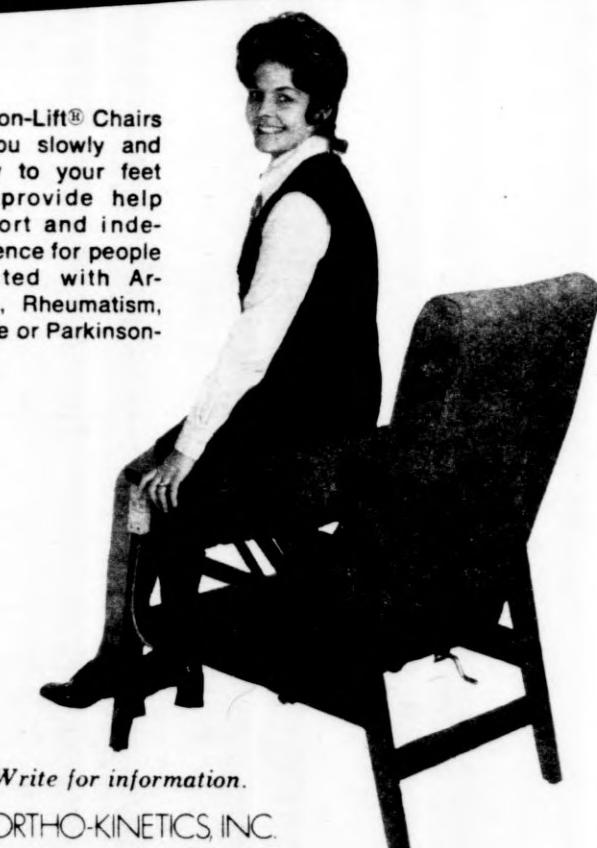
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# WHAT IN THE WORLD!



## BIG BOW-WOW POW-WOW Why did this dog hire a lawyer?

**Hounding Paramount's new pooch:** Rin Tin Tin or Won Ton Ton? That is the question, and Herbert B. Leonard is looking for the answer in a \$2.5 million copyright violation suit against Paramount Pictures Corp., distributors of "Won Ton Ton—the Dog That Saved Hollywood." Leonard, producer of the 1950's television series "The Adventures of Rin Tin Tin," claims sole copyright ownership of the series, plus any motion picture, publishing or merchandising rights connected with Rinnie's name or any similarities thereof. And the resemblance between Won Ton Ton and Rin Tin Tin is more than syllabic. At a preliminary hearing, Leonard sought an injunction banning film production until Paramount changed the proposed title and the proposed German shepherd to another breed. The requested injunction was turned down. Leonard's co-plaintiff

The theme of this year's National Newspaper Week is, appropriately enough, "Freedom of the Press—A Mandate From History." Because in the past 200 years, the American press has grown from the 29 little weekly newspapers printed in 1776 to 7,486 weekly papers with over 35 million circulation; 639 Sunday papers of over 51 million circulation; and nearly 1,800 daily papers boasting a circulation of 60.7 million. There's been a lot of startling growth in newspaper technology, too. You're pretty likely to find a computer in some newsrooms. Instead of using typewriters, reporters can write their stories on keyboards with large electronic screens on which editors can instantly edit, delete, insert and move copy around. Editors can call for information from their computer, too. Modern presses provide sharper and clearer print and pictures, and new systems of electronic composition are capable of setting from 2,500 to 3,000 newspaper lines per minute. Newspapers are already set for the space age, too. Editors in one part of the country can transmit a facsimile of an entire page to a printing plant in another section of the country in a matter of seconds. How? By means of a satellite hovering some 22,500 miles above the equator. In the not-too-distant future, every newspaper office may be outfitted with a rooftop antenna to catch those satellite signals. And guess who gets the big benefits from this technological revo-

Bettmann Archive



## READ ALL ABOUT IT It's National Newspaper Week

lution? You, the reader. Because newspapers are now able, more than ever before, to get the news to readers faster, to put out a more physically attractive product, and to be more flexible in the range of subjects they cover. There's just one thing that hasn't changed with all this space-age greatness: Newspapers are still absolutely dependent on the 1.5 million young men (and women) who begin their business careers as carriers. The read-all-about-it kids are the final link between the printed word and the people who read it.

By Frank Baginski

## LITTLE EMILY



in the suit is Eva Duncan, who, together with her late husband Lee, owned and trained the patriarch of them all, Rin Tin Tin I, star of the Warner Brothers Films of the 1920's. Lee Duncan, an Air Corps pilot during World War I, found a German shepherd puppy in France in a trench abandoned by the Kaiser's infantry at the end of the war. Duncan brought his war booty home to California and started training him. People who watched the canine scale 12-foot walls were apparently impressed enough to suggest that Rinnie "oughta be in pictures." At Warners, Rinnie got his big break, passing his screen test and replacing a wolf who had a nasty habit of biting members of the cast. James Tierney, Leonard's attorney, says his client's suit is based on "unfair competition," and adds, "Rin Tin Tin is a property right. If you want to use it, you have to pay for it." The trial, which promises great growling and gnashing of teeth, began last month.

**QUOTE:** "One clearly identifiable characteristic of the supermanager is that he talks as little as possible, especially in public. This is partly because words waste time, and most men of true action are deeply, instinctively conscious of the way in which time, which is also money, runs through the fingers. They are also acutely aware that the more you say, the more you are liable to commit yourself—and commitment, unless you are exceedingly

careful, also costs money. As in poker, so in business, part of the art is to keep the opposition guessing, because they will more often guess wrong than right."

**UNQUOTE.** From "The Common Millionaire," by Robert Heller (Delacorte Press, \$8.95).

**DATES:** Columbus Day is celebrated **Monday**. National Newspaper Week begins **Sunday**.

**BIRTHDAYS** (all Libra): **Sunday**—Helen Hayes 76; Harold Pinter 46; William A. Anders 43. **Monday**—Jerome Robbins 58. **Tuesday**—Tony Kubek 40; Joe Cronin 70. **Wednesday**—Paul Simon 35; Cornel Wilde 58; Laraine Day 56; Pamela Tiffin 34; Yves Montand 55. **Thursday**—Lillian Gish 80. **Friday**—C. P. Snow 71; John K. Galbraith 68; Arthur M. Schlesinger Jr. 59; Mervyn LeRoy 76. **Saturday**—Angela Lansbury 51; Tony Anthony 39; Dave DeBusschere 36.



**BIRTHDAY PEOPLE:**  
Angela Lansbury and Jerome Robbins

## Quips & Quotes

### ARMOUR'S ARMOURY

By Richard Armour



#### NO BELT PRIZE

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I know in my car how it's done.  
But when I've a seat in  
another's

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Or think that might simply  
offend

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beaten

And holding the belt by one  
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It must take a special genius,  
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To make such a medley of  
seatbelts,  
No two of which fasten the  
same.

One way to find out if a mood ring works is to give one to a wife who's expecting a diamond.

—Dorothea Kent

"So you want to become my son-in-law, do you?" demanded the girl's father.

"Not really," shrugged the girl's suitor. "But since I want to marry your daughter, I don't see how I can avoid it."

—Lane Olinghouse

Americans have always been very willing to pay any price for freedom. If you don't believe it, look at the divorce statistics.

—Robert Orben



#### THROUGH A CHILD'S EYES

Kids see life differently. Send original contributions to "Child," Family Weekly, 641 Lexington Ave., N.Y., N.Y. 10022. \$10 if used—none returned.

Last summer Lynn and Bobby, both 6, were playing service station with some toy cars. Lynn was the "gas lady." Bobby drove up and asked for hi-test gas. Lynn heatedly replied, "We don't have hi-test. Just spearmint and regular!"

—Marjorie Albertson  
Malaga, N.J.

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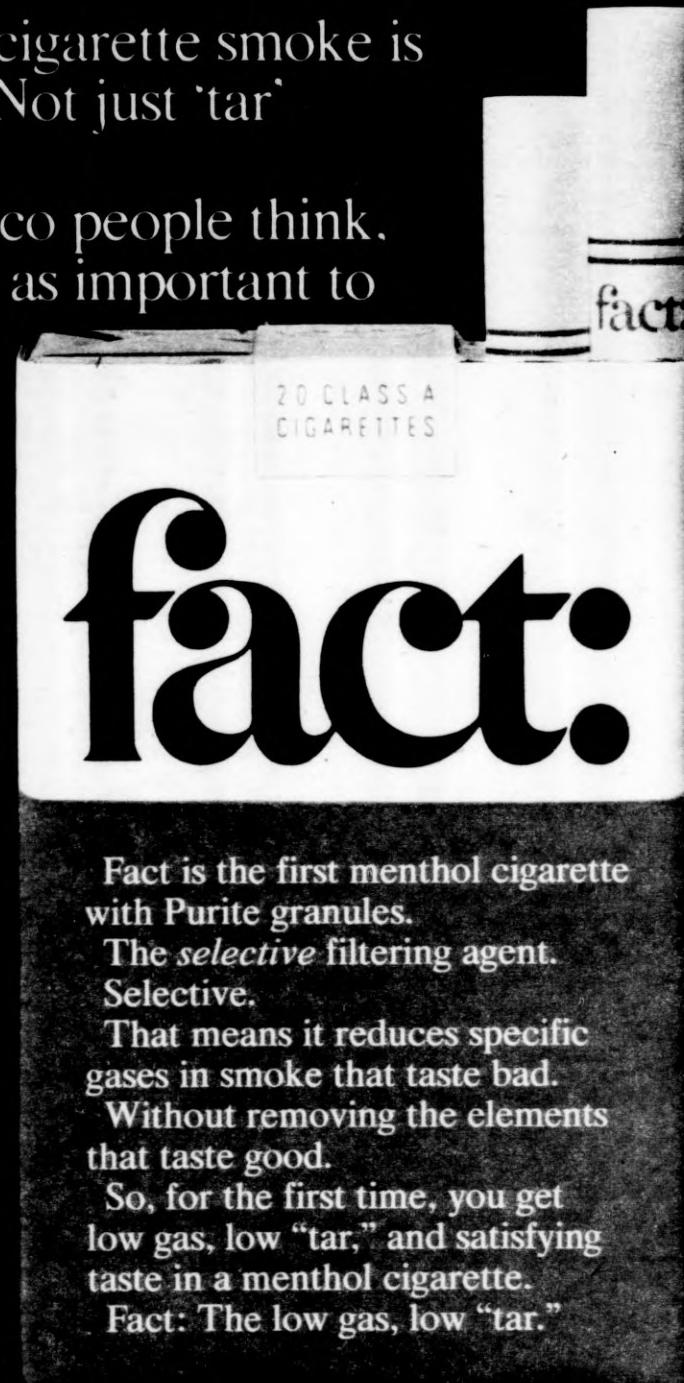
And, despite what we tobacco people think, some critics of smoking say it's just as important to cut down on some of the gases as it is to lower 'tar' and nicotine.

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